

MANAGEMENT REVIEW

INDEX TO VOLUME 58

JANUARY THROUGH DECEMBER, 1969

(F) = *Special feature article*
(D) = *Regular length digest*
(B) = *Brief item (less than one page)*

A

ACCOUNTING (See Financial Management)

ACQUISITIONS (See Mergers and Acquisitions)

AGE DISCRIMINATION (See Equal Employment Opportunities)

AUTOMATION (See Computers)

B

BUDGETING (See Financial Management)

BUSINESS AND GOVERNMENT (See Government and Business)

BUSINESS CONDITIONS (See Economic Conditions)

BUSINESS SCHOOLS
Closing the Gap Between Business and the Schools (D)..... Dec. 42

C

CENSUS

The 1970 Census: What's In It? Who Will Use It? (D)..... May 10

COLLEGE RECRUITING (See Recruitment)

COLLEGE STUDENTS

Faculty Sponsors Negro Journalism Students (B)..... Jul. 70
How Students Are Helping Ghetto Businessmen (D)..... Jul. 59
Student Vacation Jobs Overseas (B) May 61

COMMUNICATIONS (See also Management Techniques)

Alerting Top Brass (B)..... Jan. 49
The Courage to Communicate (B) Dec. 10
Dealing with On-the-Job Identity Problems (D)..... Sep. 41
Faster Results Through Programmed Communication (D) Sep. 60
How to Become a More Persuasive Manager (F)..... Sep. 34
How to Brief Top Management on PR Progress (D)..... Mar. 40
Timely Disclosure: What and When to Tell (D)..... Mar. 66

COMPENSATION (See Executives: Compensation)

COMPUTERS

Batch Manufacturing: The Next Step in Computer-Controlled Machining (D)..... Aug. 66
The Chinese Reading Machine (B) Mar. 26
Computer Outlines "Blueprint for Happiness" (B)..... May 8

Educating Potential Managers About Computers (D).....	Jan. 50
Executive Decisions and the Computer (D).....	Mar. 62
How Document Retrieval Systems Work (D).....	Aug. 58
Maintenance Scheduling Goes on the Computer (F).....	Aug. 2
Must We Repeat the Same EDP Mistakes? (D).....	Jul. 16
Poverty and the Computer: A Computerized Job Bank (D).....	Jun. 10
Poverty and the Computer: New Statistical Barometers of Poverty (D).....	Jun. 7
Protecting the Privacy of Computer Information (D).....	Nov. 54
Security Defenses for the Computer Room (D).....	May 67
Wanted: Human Skills for the Computer (D).....	Feb. 52
When You Need Help with a Computer Conversion (F).....	Oct. 34
Who Should Control the Computer? (F).....	Mar. 2

CORPORATE STOCK

Guidelines for Efficient Stock Ownership Accounting (D).....	Jan. 62
The Letter Stock Controversy (D).....	Jul. 30
Private Placement: The "New" Money Game (D).....	Apr. 9
Universal Numbering System to Ease Stock Transfer Jam (B).....	Mar. 53
Why Companies Buy Back Their Own Stock (D).....	Mar. 12

COST CONTROL

Controlling the Costs of Back Orders (D).....	Jul. 38
How to Reduce Office Reproduction Costs (D).....	Dec. 26
Keeping the Lid on Overhead Costs (D).....	Oct. 45

CREATIVITY

Age and Creativity (D).....	Feb. 58
-----------------------------	---------

D

DATA PROCESSING (See *Computers, Management Information Systems, Information Retrieval*)

DECISION MAKING (See *Management Techniques*)

DISCRIMINATION (See *Equal Employment Opportunities*)

DIVESTITURES

Corporate Divestitures: How to Sell Off a Subsidiary (F).....	Apr. 2
---	--------

E

ECONOMIC CONDITIONS

Dollar Devaluation: Still Cause for Concern? (D).....	Mar. 57
Ocean Mining: The Political and Economic Aspects (D).....	Nov. 9

ELECTRONIC DATA PROCESSING (See *Computers*)

ELECTRONIC DEVICES (See *Technology*)

EMPLOYEES

Benefits:	
Overtime Meal System (B).....	Jun. 6
Health:	
Are You Tired? (B).....	Nov. 8
The Pill-Poppers (D).....	Mar. 32

Motivation:

The Game of Work: Key to On-the-Job Behavior (D).....	Dec. 11
Increasing Motivation in the Plant (D).....	Jan. 56

Overtime:

Fatigue and Overtime: A Myth Toppled (D).....	Oct. 29
---	---------

Tardiness:

Who Cares If You're Late to Work? (D).....	Apr. 21
--	---------

Training:

The "Ceremonial" Benefits of Training (D).....	Oct. 55
--	---------

(F) = feature article; (D) = regular digest; (B) = brief item

Getting Better Results from Video-tape Training (D).....	Feb. 65
--	---------

EQUAL EMPLOYMENT

OPPORTUNITIES (See also Urban Problems)	
Age and Creativity (D).....	Feb. 58
The Case for Women in Management (D).....	Dec. 20
Former Employees—Back to the Fold? (D).....	Jan. 46
Hiring the Handicapped: Opportunity, Not Charity (D).....	Feb. 38
Interviewing Minority Group Applicants (D).....	Jan. 34

EXECUTIVES (See also Management, Management Techniques)

Advancement:

The Peter Principle: An Explanation of Occupational Incompetence (F).....	Feb. 2
---	--------

Characteristics:

How Presidential Styles Have Changed (D).....	Oct. 15
On Being Too Agreeable (B).....	Sep. 40
Revolt of Middle Management (D).....	Nov. 18
Style or Circumstance: The Leadership Enigma (D).....	Aug. 25
Today's Managers—The Games They Play (D).....	May 62
Today's New Managers Are Changemakers (D).....	Nov. 29

Community Work:

When You're Asked to Head a Fund Drive (F).....	May 2
---	-------

Compensation:

Has the Bonus Carrot Lost Its Savor? (D).....	Jan. 40
---	---------

Development:

British Executive Development Course (B).....	Jan. 9
Building Tomorrow's Executive Staff (D).....	May 52
Closing the Gap Between Business and the Schools (D).....	Dec. 42

Educating Potential Managers About Computers (D).....	Jan. 50
---	---------

Health:

Therapeutic Toy for the Executive (B).....	Oct. 33
--	---------

Motivation:

Building Initiative Into the Manager's Job (D).....	Jun. 40
---	---------

Overseas:

International Financial Executives—A New Breed (D).....	Jul. 53
The Job of the International Financial Manager (D).....	Sep. 18

Time Utilization:

The Case of the Fragmented Manager (D).....	Jun. 27
---	---------

Vacations:

Relax and Don't Feel Guilty (B)....	Feb. 31
-------------------------------------	---------

F

FINANCIAL MANAGEMENT

Direct Costing: An Aid to Profit Planning (F).....	Mar. 43
Getting the Best Price for Surplus Corporate Assets (F).....	Aug. 32
Hub Management: Putting Finance in the Middle of the Action (F).....	Jun. 2
Why Companies Buy Back Their Own Stock (D).....	Mar. 12

FOREIGN OPERATIONS

Boosting Europe's Lagging Productivity (D).....	May 58
China's Foreign Trade: The See-Saw Pattern (D).....	Mar. 19
Competition for U.S. Firms— from U.S. Affiliates Abroad (D).....	Sep. 49
Corporate Disclosure: The European Approach (D).....	Jun. 58
The Eurodollar Route to Expansion Abroad (D).....	Apr. 49
Import Substitution vs. Export Orientation in Developing Countries (D).....	Dec. 54

(F) = feature article; (D) = regular digest; (B) = brief item

International Financial Executives —A New Breed (D).....	Jul. 53
The Job of the International Financial Manager (D).....	Sep. 18
Mainland China: Trade Policies and Development Aims (D).....	Apr. 65
Management in India: The Art of Avoiding Decisions (D).....	Jul. 67
U.S. Publications Help Foreign Businessmen (B).....	Oct. 54

G

GOVERNMENT AND BUSINESS (See also Economic Conditions)	
Reassessing Priorities in Public Spending (D).....	Mar. 48

H

HEALTH:	
Are You Tired? (B).....	Nov. 8
Fitness Is Big Business (B).....	May 37
The Pill-Poppers (D).....	Mar. 32
Therapeutic Toy for the Executive (B).....	Oct. 33
HUMOR	
If Noah Built the Ark Today (F).....	Jul. 2
The Peter Principle: An Explanation of Occupational Incompetence (F).....	Feb. 2

I

IMPORTING (See Foreign Operations)	
INCENTIVES (See Executives: Compensation)	
INDUSTRIAL RELATIONS (See Equal Employment Opportunities, Personnel Management)	
INFORMATION RETRIEVAL (See also Computers, Management Information Systems)	
How Document Retrieval Systems Work (D).....	Aug. 58

INFORMATION SECURITY

Protecting the Privacy of Computer Information (D).....	Nov. 54
Security Defenses for the Computer Room (D).....	May 67
Trade Secrets and the Mobile Executive (D).....	Jan. 10

INNOVATION (See Creativity)

INTERNATIONAL MANAGEMENT

(See Foreign Operations)

INVENTORY

The Systems Approach to Inventory Management (F).....	Mar. 27
---	---------

J

JOB MARKET (See Urban Problems)

L

LABOR (See Equal Employment Opportunities, Urban Problems, Women Workers, Workforce)

LEASING

Rentals and Leasing—A Billion-Dollar Business (D).....	Jul. 63
Tips on Leasing Office Space (F).....	Nov. 36

M

MAINTENANCE

A Clean Sweep (B).....	Jan. 61
Maintenance Scheduling Goes on the Computer (F).....	Aug. 2

MANAGEMENT (See also Executives, Management Techniques, Organization)

The Company President and His Job (D).....	May 25
Corporate Values and Business Efficiency (D).....	Jun. 20
The Credibility Gap in Management (F).....	Nov. 2
A New Rationale for American Business (D).....	Apr. 14

(F) = feature article; (D) = regular digest; (B) = brief item

Of Course I Believe (Verse).....	Jul. 29
What the New Geography Means to Management (D).....	Jun. 48
What to Do Before the Consultant Comes (F).....	Jun. 14
Who Should Control the Com- puter? (F).....	Mar. 2

**MANAGEMENT DEVELOPMENT (See
Executives: Development,
Management Techniques)**

**MANAGEMENT INFORMATION
SYSTEMS (See also Information
Retrieval)**

Information Systems: Feedback at the Top (D).....	Feb. 43
Information Systems: The First Steps (D).....	Feb. 40
Information Systems: Overcoming the Barriers to Successful Utili- zation (D).....	Sep. 9
Information Systems: Some Basic Considerations (F).....	Sep. 2

MANAGEMENT TECHNIQUES

Alerting Top Brass (B).....	Jan. 49
Dealing with Executive Conflict (D).....	Jul. 22
Dealing with On-the-Job Identity Problems (D).....	Sep. 41
Determining the Cost of Produc- tion Breaks (D).....	Dec. 16
Direct Costing: An Aid to Profit Planning (F).....	Mar. 43
Do Profit Centers Really Work? (D).....	Aug. 15
Don't Write It—Dictate It (D).....	Oct. 38
Executive Decisions and the Com- puter (D).....	Mar. 62
Fast Write-offs and the Earnings Picture (D).....	Jan. 20
How to Become a More Persuasive Manager (F).....	Sep. 34
Management Systems Engineer- ing: A New Discipline (F).....	Oct. 2
Managing a Public Works Program More Effectively (F).....	May 38

Managing Technology: The Chal- lenge of the Seventies (F).....	Apr. 34
On Advantages of a Business Car- reer (B).....	Jan. 55
Operations Auditing: What It Is, What It Isn't (F).....	Dec. 2
Operations Control Reports for Management by Exception (D).....	Jun. 54
The Practical Limitations of Man- agement by Objectives (D).....	Sep. 53
The Problems You Shouldn't Solve (F).....	Feb. 29
Solving the Research Depart- ment's Interface Problems (D).....	Sep. 65
The Systems Approach to Inven- tory Management (F).....	Mar. 27
Tick.....\$.....Tock.....\$.....Tick \$.....Tock.....\$ (B).....	Aug. 36
The Unfamiliar Art of Controlling (D).....	Aug. 49

**MARKETING (See also Foreign
Operations)**

Are Marketers Oversold on Youth? (D).....	Apr. 46
The Buying Habits of Working Women (D).....	Jan. 16
Europe's New Shopping Centers (D).....	Feb. 61
Logic in Marketing? Forget It! (D).....	Mar. 54
Shopping Centers: Main Street Moves to the Mall (D).....	May 48
The Total Approach to New Prod- uct Development (F).....	Jun. 36
What the Affluent Consumer Buys (D).....	Feb. 48
Where Do They Go? (B).....	Jul. 42

**MEETINGS (See Management
Techniques)**

MERGERS AND ACQUISITIONS

Deferred-Payment Acquisitions Catch On (D).....	Aug. 55
The Empire Builders (D).....	Jan. 32
Ground Rules for Managing an Acquisition (D).....	Jul. 9

(F) = feature article; (D) = regular digest; (B) = brief item

How Buyer and Seller View a Merger (D).....	Feb. 23
How to Play the Acquisition Game (F).....	Jan. 26
The Urge to Merge (Verse).....	Feb. 22
When Mergers Don't Jell: Every-body May Still Win (D).....	Apr. 32

MONEY

The Eurodollar Route to Expansion Abroad (D).....	Apr. 49
---	---------

MOTIVATION (See Employees:

Motivation, Executives: Motivation)

O

OFFICE DESIGN

Soft Walls Solve Noise Problems (B).....	Feb. 12
--	---------

ORGANIZATION

Are Functional Organizations Becoming Obsolete? (F).....	Jan. 2
In Defense of Functional Organization (F).....	Jul. 49
Organizational Change: Operating in the Temporary Society (D).....	Aug. 8
Organizational Voids That Improve Performance (D).....	Sep. 15
Problems of the Topheavy Organization (D).....	Mar. 36

P

PERSONNEL MANAGEMENT

The Case for Women in Management (D).....	Dec. 20
Former Employees—Back to the Fold? (D).....	Jan. 46
Interviewing Minority Group Applicants (D).....	Jan. 34
Now—a Program for Lending Engineers (D).....	Aug. 45
Performance Reviews: Management Tool or Management Excuse (D).....	Jun. 62
Personnel Administration: Facing the Realities of Change (D).....	Jul. 43

POPULATION

The Grandmother Boom (B).....	Sep. 25
The 1970 Census: What's In it? Who Will Use It? (D).....	May 10

THE PRESS

The Press and the Power Structure (D).....	Apr. 25
--	---------

PRODUCT DEVELOPMENT (See

Marketing)

PRODUCT SAFETY

Current Trends in Product Liability (D).....	Nov. 49
--	---------

PRODUCTION

Determining the Cost of Production Breaks (D).....	Dec. 16
--	---------

PROFESSIONAL ENGINEERS

Blow-up Time (B).....	Sep. 33
Foreigners Answer Call for Professionals (B).....	Nov. 53
If You Manage Engineers (D).....	Nov. 42
Now—a Program for Lending Engineers (D).....	Aug. 45
The UN Looks at the Brain Drain (D).....	Feb. 13
What Technicians Want from Their Jobs (D).....	Aug. 37

PROFIT CONTROL (See Management Techniques)

PROMOTION (See Executives:

Advancement)

PUBLIC RELATIONS

How to Brief Top Management on PR Progress (D).....	Mar. 40
The Micro-World of Public Relations (D).....	Apr. 57
Timely Disclosure: What and When to Tell (D).....	Mar. 66

PURCHASING

Determining the Norm for Buyer Performance (D).....	Sep. 31
Fleet-Car Buying (B).....	Nov. 66

R

RECORDS MANAGEMENT

Guidelines for Efficient Stock Ownership Accounting (D).....	Jan. 62
--	---------

(F) = feature article; (D) = regular digest; (B) = brief item

Instant Answers to Customer Order Inquiries (D).....	Nov. 67
Thus Does the Lord Inca Decide Things (B).....	Jan. 25
What Supervisors Should Know About Records Retention (D).....	May 29

RECRUITMENT

Former Employees—Back to the Fold? (D).....	Jan. 46
Hiring the Handicapped: Opportunity, Not Charity (D).....	Feb. 38
Interviewing Minority Group Applicants (D).....	Jan. 34
Recruiting M.B.A.'s: The Line Executive's Role (D).....	Oct. 65

S

SAFETY

Safety Audits Make Safety Programs Work (D).....	Oct. 50
--	---------

SALARIES (See Executives: Compensation)

SECURITY ANALYSTS

How Security Analysts Size Up a Company's Strength (F).....	Feb. 32
Security Analysis: The Growing Influence of the Negative Report (D).....	May 43

SOCIAL RESPONSIBILITIES (See also Urban Problems)

A Black Leader Assesses Businessmen's Efforts (D).....	Dec. 37
Business in the Social Marketplace (D).....	Jun. 66
Business Leadership in Urban Affairs (D).....	Apr. 61
Can Industry Manufacture Social Solutions? (D).....	Aug. 21
Channeling Business Expertise to Black Entrepreneurs (F).....	Dec. 31
A New Rationale for American Business (D).....	Apr. 14
Society's Need for Long-Range Goals (D).....	Oct. 24

STATISTICS

The 1970 Census: What's In It? Who Will Use It? (D).....	May 10
Poverty and the Computer: New Statistical Barometers of Poverty (D).....	Jun. 7
What do you mean, "the average"? (B).....	May 78

SYSTEMS ENGINEERING

Management Systems Engineering: A New Discipline (F).....	Oct. 2
The Systems Approach to Inventory Management (F).....	Mar. 27

T

TAXES

If They Challenge Your Tax Return (D).....	Jun. 32
--	---------

TECHNOLOGY

Amateur Pioneering in the Space Age (B).....	May 9
Batch Manufacturing: The Next Step in Computer-Controlled Machining (D).....	Aug. 66
Bubble-Scrubbing (B).....	May 31
Clip-on Bridge (B).....	Aug. 44
Conveyor Helps Solve Plant Problems (B).....	May 36
Electronic Mail Transmission (B).....	Mar. 42
Managing Technology: The Challenge of the Seventies (F).....	Apr. 34
More Uses for Improved Integrated Circuits (D).....	Oct. 63
Nevada's "Invisible Gold" Mine (B).....	Sep. 52
Plastic Pop-Outs (B).....	Nov. 17
Priorities in AEC's Nuclear Power Program (D).....	Dec. 48
The Somnolent Driver Is Protected (B).....	Aug. 14
Swiss Dairywomen Lay Pipelines for Milk (B).....	Jun. 35
Talking Through Their Hats (B).....	Jul. 62
Traveling Printing Units (B).....	Jul. 28

(F) = feature article; (D) = regular digest; (B) = brief item

Twilight of the Mechanical Technology (D)	Nov. 23
Vision Substitute Lets Blind "See With Their Skin" (B)	Jun. 53
What Industrial Robots Can Do (D)	Sep. 26
Your Attaché Case Is Ringing (B)	Sep. 69

TRAINING (See Employees: Training)

U

URBAN PROBLEMS (See also Social Responsibilities)

A Black Leader Assesses Businessmen's Efforts (D)	Dec. 37
Business in the Social Marketplace (D)	Jun. 66
Business Leadership in Urban Affairs (D)	Apr. 61
Can Industry Manufacture Social Solutions? (D)	Aug. 21
How Students Are Helping Ghetto Businessmen (D)	Jul. 59
Poverty and the Computer: A Computerized Job Bank (D)	Jun. 10
Project Handyman (B)	Jan. 38

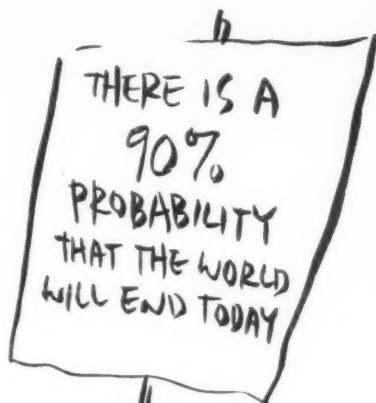
W

WOMEN WORKERS

The Buying Habits of Working Women (D)	Jan. 16
The Case for Women in Management (D)	Dec. 20
Women in the Money Trades (D)	May 56

WORKFORCE (See also Equal

Employment Opportunities, Urban Problems, Women Workers)	
Managing Tomorrow's Workforce (D)	Nov. 59



VIE TON

AUTHOR INDEX—1969

Authors of Special Feature Articles

-
- | | |
|--|--|
| Amato, Vincent V.:
Hub Management: Putting Finance in the Middle of the Action Jun. 2 | Goryeb, Emil A.:
When You Need Help with a Computer Conversion..... Oct. 34 |
| Armour, Richard:
The Urge to Merge..... Feb. 22 | Hagan, John T.:
When You're Asked to Head a Fund Drive..... May 2 |
| Bennet, John B.:
The Total Approach to New Product Development..... Jun. 36 | Hines, Paul and Yaffa, Earle:
Who Should Control the Computer?..... Mar. 2 |
| Berger, Mike:
If Noah Built the Ark Today.... Jul. 2 | Huber, Frederick V.:
How Security Analysts Size Up a Company's Strength..... Feb. 32 |
| Bolger, William J.:
Getting the Best Price for Surplus Corporate Assets..... Aug. 32 | Hull, Raymond and Peter, Laurence J.:
The Peter Principle: An Explanation of Occupational Incompetence..... Feb. 2 |
| Brown, Richard A.:
The Systems Approach to Inventory Management..... Mar. 27 | Knight, Charles F. and Campbell, Guy F.:
Direct Costing: An Aid to Profit Planning Mar. 43 |
| Burns, Bruce B.:
How to Become a More Persuasive Manager..... Sep. 34 | Laub, Kenneth D.:
Tips on Leasing Office Space.... Nov. 36 |
| Campbell, Guy F. and Knight, Charles F.:
Direct Costing: An Aid to Profit Planning Mar. 43 | Lindberg, Roy A.:
Operations Auditing: What It Is, What It Isn't..... Dec. 2 |
| Carlisle, Howard M.:
Are Functional Organizations Becoming Obsolete?..... Jan. 2 | London, Paul:
Channeling Business Expertise to Black Entrepreneurs..... Dec. 31 |
| Chamberlin, C. Robert and Freese, David:
Maintenance Scheduling Goes on the Computer..... Aug. 2 | Mackenzie, R. Alec:
The Credibility Gap in Management..... Nov. 2 |
| Fenstermaker, Roy:
Management Systems Engineering: A New Discipline..... Oct. 2 | Norton, John H.:
Information Systems: Some Basic Considerations..... Sep. 2 |
| Freese, David and Chamberlin, C. Robert:
Maintenance Scheduling Goes on the Computer..... Aug. 2 | Peifer, Lawrence T.:
How to Play the Acquisition Game..... Jan. 26 |

Peter, Laurence J. and Hull, Raymond: The Peter Principle: An Explanation of Occupational Incompetence.....	Feb. 2	Tettemer, John M.: Managing a Public Works Program More Effectively.....	May 38
Randall, Lyman K.: Of Course I Believe.....	Jul. 29	Webster, Eric: What to Do Before the Consultant Comes.....	Jun. 14
Sibson, Robert E.: The Problems You Shouldn't Solve.....	Feb. 29	Whiting, Richard J.: In Defense of Functional Organization.....	Jul. 49
Speiser, Marvin M.: Corporate Divestitures: How to Sell Off a Subsidiary.....	Apr. 2	Yaffa, Earle and Hines, Paul: Who Should Control the Computer?.....	Mar. 2

BOOK REVIEWS—1969

<i>The Age of Discontinuity: Guidelines to Our Changing Society</i> , by Peter F. Drucker (reviewed by Ralph H. Bowles).....	May 73	<i>The Economy of Cities</i> , by Jane Jacobs (reviewed by Eugene S. Callender).....	Aug. 72
<i>American Industries in Developing Economies: The Management of International Manufacturing</i> , by Wickham Skinner (reviewed by Harry G. Beggs).....	Feb. 72	<i>How to Stay Out of Court</i> , by Robert Coulson (reviewed by Samuel Reinach).....	Apr. 74
<i>Cure for Chaos: Fresh Solutions to Social Problems Through the Systems Approach</i> , by Simon Ramo (reviewed by Louis Ciminio).....	Oct. 73	<i>The Managerial Mind</i> , by David W. Ewing (reviewed by Austin Gavin).....	Jan. 74
		<i>Space Age Management — The Large-Scale Approach</i> , by James E. Webb (reviewed by Leon A. Cookman).....	Jun. 74

